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**FRANKLINIA  
MAGNOLIA  
HOLLY  
AND  
BLUEBERRY  
PLANTS**

♦ ♦

**JOSEPH J. WHITE, Inc.  
WHITESBOG, NEW JERSEY**

# FRANKLINIA

*Franklinia altamaha*

*Gordonia altamaha*; *G. Altamaha*; *G. pubescens*

This exquisite, fall flowering tree was brought in 1777 from the banks of the Altamaha River in Georgia to Bartram's garden at Philadelphia. John Bartram, recognizing its extraordinary beauty and value, named it in honor of his life-long, dear friend, Benjamin Franklin.

The original grove of Franklin trees was again visited in 1790, but from that day to this no one has seen these trees growing in the wild though many expeditions have searched the banks of the Altamaha for it. All known specimens of the Franklinia are descended from the seeds of the little plant brought to Philadelphia a century and a half ago in an overloaded saddle bag.

Franklin's tree is rarely beautiful in detail and marvelous in landscape effect besides blooming at a season when few shrubs or trees are in flower.

The slender trunk and graceful branches are so muscular and sinewy in appearance that one almost expects motion as under a greyhound's satin skin. The bark is smooth and dark gray, with wavering lengthwise markings of lighter color.

Each twig develops at its tip a cluster of buds of graduated size, like overgrown greenish pearls. Early in August the largest of these attain the size of marbles. Then the guard petal folds back, still retaining its firm spherical form. From its shelter emerge four other petals, satiny, snowy white, elaborately frilled and pleated. The snowy, frilly chalice, three inches in diameter, holds a sumptuous mass of orange gold stamens and breathes forth a delicate, balmy fragrance.

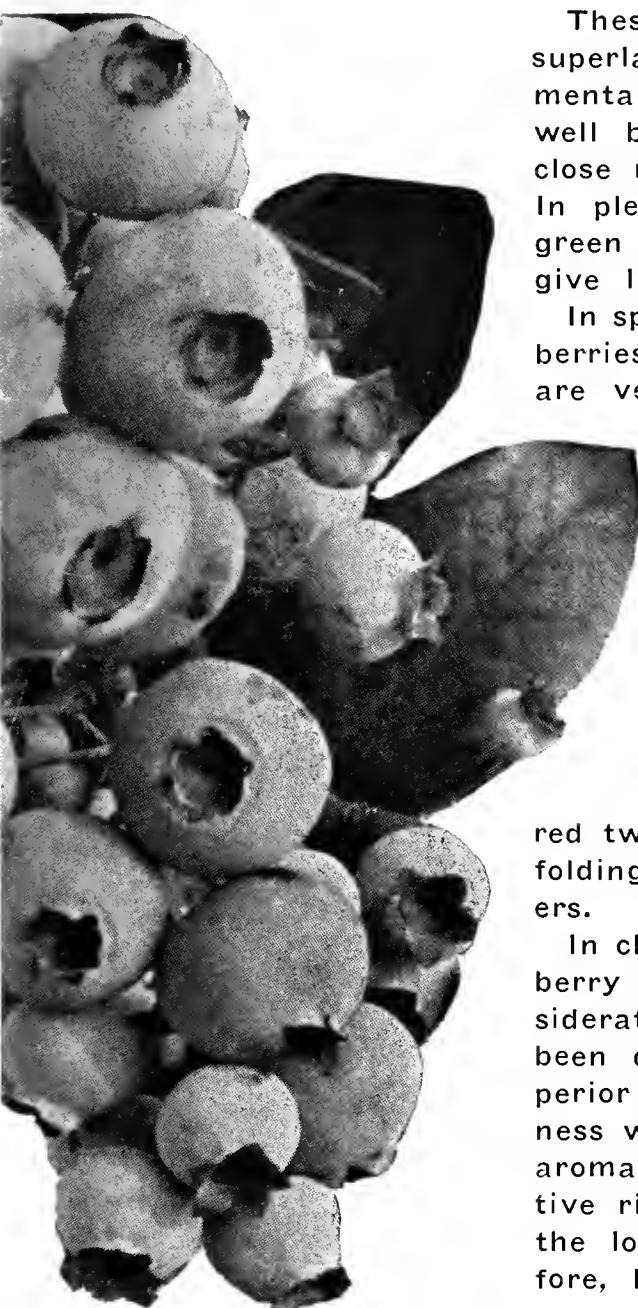
Each flower lasts two or three days and then drops cleanly. There is a constant succession of bloom till hard frost. We frequently get the unusual effect of a tree clad in crimson autumn foliage and abundantly starred with white flowers.

The Franklinia begins blooming when not more than three or four feet high. Young trees under favorable conditions increase in height a foot or more each season. Specimens thirty feet high are known. It develops naturally with several trunks, but may easily be trained to a single trunk by removing the sprouts which start from the base.

Franklinia prefers full sun and has proven entirely hardy about New York and hardy in favorable locations about Boston. It is an especially desirable tree for the small intimate garden, loved and lived in. It is a charming lawn tree and the grass may be allowed to grow closely about its trunk. It also thrives when planted by pools, lakes and streams. Its light elegance of form and color contrasts exquisitely with the dark green of conifers.

Prices are given on the Order-Sheet.

# CULTIVATED BLUEBERRIES



These blueberry plants are a source of superlatively fine fruit, but also are ornamental shrubs of rare beauty. They may well be used in association with their close relatives, laurel and rhododendron. In pleasant contrast to the rich, evergreen masses of the latter blueberries give lightness, grace and color.

In spring the dainty new leaves of blueberries with their pinky, bronze tones are very lovely. Even more charming are the carmine-tipped buds and myriads of waxy, white flower bells. The berries, at first green flushed with pink on the sunny side then ripening to a lovely soft blue, are exceedingly beautiful till past midsummer. To no foliage does autumn bring a more glorious and lasting crimson. When the gorgeous leaves drop there remain all winter bright red twigs, knobby with the fat buds en-folding the promise of next spring's flowers.

In choosing the varieties the size of the berry was naturally an important consideration. As much care, however, has been devoted to securing plants of superior vigor, hardiness and productivity with fruit of superlative flavor, fine aroma and delightful texture. The relative ripening time of the varieties with the locality and the season can, therefore, be only approximately indicated.

## Description of Varieties

**RUBEL.** A vigorous, productive variety. Well developed bushes stand six feet high or more and the winter color of the young wood is a rich red. The large berries of fine blue color are usually ready to pick the second week in July.

**PIONEER.** A very fine variety. The bushes are stocky, seldom exceeding four feet in height, with a tendency to be broad rather than high. The stems are stout and stiff, and the winter color of the young growth is a delightful red. Pioneer produces heavy crops of berries of a medium blue color and fine flavor. They are somewhat larger than Rubel and a few days earlier in ripening.

**CABOT.** The earliest variety. Plants seldom exceed three feet in height and make a broad low bush. The color of the new growth in winter is a light red over olive. The large berries have a delicious sub acid flavor.

**RANCOCAS.** The bush of slender, vigorous, upright habit rarely surpasses five feet in height. The winter twigs are a dark red. The berries are somewhat larger than those of Rubel and begin to ripen several days earlier.

**CONCORD.** The bush is of upright habit and at maturity exceeds six feet in height. The young growth is bright red in winter. The berries are large, frequently reaching three-quarters of an inch in diameter. They usually ripen a few days earlier than Rubel and are fine in flavor and appearance.

**JERSEY.** The bush is of vigorous habit and grows very large. The winter color of the young growth is a light red over golden brown. The berries are the largest of any here listed, are of a very light blue color and ripen about the same time as Rubel.

**JUNE.** A bush of slender, vigorous, upright habit with winter twigs of dark red. A very large and early berry.

## CULTURAL SUGGESTIONS

Blueberries require an acid soil containing an abundance of peat or other partially rotted vegetable matter. They need a moderate supply of soil-moisture, and good drainage so that the roots can get air during the growing season.

Where natural Blueberry soil is not available in the garden, the right conditions can be created easily by mixing with the surface soil a liberal quantity of peaty material, such as acid peat, partially rotted leaves, pine-needles, saw-dust, or chip dirt from an old wood-pile. Peat-moss, which is now widely advertised, is also an excellent material for this purpose. If your soil is clay, the addition of sand will benefit it. If planted in a dry location, the plants should be kept mulched with leaves, straw, lawn-clippings, or peat-moss to conserve the moisture. This mulch should not be removed or dug into the soil, but left to rot in place, with fresh material added each year.

Space the plants about 3 feet apart if planted in a row. Setting the plants in beds 3 feet apart one way and 4 to 5 feet the other way has also been found satisfactory. At least two varieties should be included in every planting, as an exchange of pollen is necessary to produce good crops of berries.

Planting in the spring is recommended. Fall planting is equally satisfactory for shipment to near-by points.

The only pruning needed the second year is to remove the flower buds in order to throw the full strength of the plants into the top and roots. The third summer the flower buds may be left and the plants should produce a good crop of fruit. As the plants get older it is advisable to remove the twiggy growth and cut to the ground some of the older stems each year. Ordinarily stems 4 years old begin to lose their productiveness and produce smaller berries than the younger stems. The purpose of pruning is to remove these older stems in order to make room for young wood that will produce fruit of the finest quality.

### Blueberry Plants Available in Three Sizes

Plants 10 to 12 inches high, with good balls of soil on the roots. These plants are pruned to about half this height before shipment. They should bear fruit the third summer (a little over two years) after planting.

Plants 15 to 18 inches high. These are shipped with large balls of soil on the roots and are burlapped and crated, pruned, ready to plant. Plants this size should bear fruit the second summer (a little over one year) after planting.

Specimen Blueberry plants for prompt fruit production or for landscape purposes. Extra-large root-balls, burlapped. This size usually delivered on purchaser's truck at our nursery. Pruned to give proper balance of foliage and fruit. Enough fruit-buds are left on the bushes to yield a moderate crop the first summer after planting.

Prices are given on the Order-Sheet.

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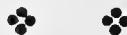
### GUARANTEE

We guarantee that our plants will reach you in first-class condition. If for any reason you are not satisfied, the plants may be returned within three days, and we will replace them or refund the money, as you prefer. We will replace without charge any plant which proves untrue to label.

# YOUR HOLLY

(*Ilex opaca*)

## HOW TO CARE FOR IT



**OUR** lovely, red berried native holly has seldom had place in our gardens. Let us make it now the basis and crown of our ornamental plantings; a living Christmas tree by every door.

**WE**, at Whitesbog, have learned to root holly cuttings and to care for the baby plants. We have selected with great care the trees from which we took our cuttings. They are trees with rarely beautiful foliage and the largest, reddest and most abundant berries.

**YOU** can buy a sturdy, well-rooted little plant from a 3-inch pot for \$1.00, with the certainty that in it will be inherent all the fine qualities of the tree from which the cutting was taken. You can also buy larger plants.

### LOCATION

Your holly will grow well in sun or light shade; in sand, or clay, or gravel; in locations that are either dry or moist. It is really very easy to please. It will do particularly well in light loam, well drained, but with a fair amount of moisture. Protection from wind will assure the beauty of the foliage lasting late into spring until new growth starts.

### PLANTING

An area at least three feet across and eighteen inches deep should be made mellow with well-rotted compost, woods earth, commercial peat moss or similar material well spaded in. The hole should be sufficiently large to avoid any crowding of the roots, and the plant set with the same care in spreading the roots and firming the soil that would be given in planting any choice tree.

## CULTIVATION

During the first two or three years the soil about the plant should be kept mellow by hoeing or better still by mulching with leaves, lawn clippings, or peat moss. Water should be given during dry weather until the little tree is well established.

## FERTILIZER

A light application of fertilizer in April or May of each year will be beneficial. Ask your county agent or skilled local gardener what fertilizer he would advise for acid loving plants in your type of soil.

## GROWTH

Small holly plants are frequently sprawly. Don't worry if the new growth on yours flops sideways the first season or two. A new shoot will start at the bend and carry the growth upward. If you prefer, however, you can set a stake by the plant and keep it straight by tying to the stake.

It is a mistaken idea that holly is of slow growth. Under favorable conditions it frequently increases in height from one to three feet in a summer. Some of our holly plants, even the little ones from 3-inch pots, will have a few berries the very first season. Others will grow fast for two or three years and then start berry production. It depends on the tree from which the cutting was taken and on the growing conditions.

## MALE AND FEMALE

Holly berries are borne only by the female holly trees. Sometimes berries are produced with no male or pollen tree in the vicinity, but you will be much more certain of abundant crops of large berries that stay on until spring if there is a pollen holly within a few hundred feet. One male holly will insure the berry crop of a whole grove of trees.

Have you a holly tree now which never bears berries? Examine the flowers. If each grows singly on a little stem of its own you have a

berry tree which lacks pollen. If the flowers grow in tiny clusters of three to five you have a pollen tree. It will never bear berries but will supply pollen for the berry bearing trees you will plant.

## ACCIDENTS

The bark of holly is little more than a delicate skin. It is easily injured and wounds of any size heal badly. Therefore, a little grass fire which seared but slightly the bark at the base of the tree would probably be fatal and any abrasion of the bark is more injurious to holly than to most other plants.

Branches of holly, accidentally broken, will often be renewed in a remarkable manner if the roots and the bark of the trunk are in vigorous condition. A beautiful little holly about eight feet high had three feet of top cut out by vandals just before Christmas. The owners were red hot, but to their amazement and delight the next summer the tree sent up a new leader to the full height of the one it had lost. After two more seasons the new top was so perfectly filled out that close examination was required to detect any imperfection in the trunk.

With the loss of a branch the young tree will need the gardener's assistance to regain its symmetry. The uninjured branches may be shortened from six to twelve inches to throw more energy into the renewal of the broken branch. It may be necessary to repeat this process two or more seasons in order to secure perfect symmetry.

## PRUNING

The removal of a portion of the branches of a holly tree increases the vigor of growth the following season and insures more beautiful foliage with larger and more numerous berries. Until the plant is six to eight feet high pruning may well be limited to the removal of such twigs and branches as tend to make the plant unsymmetrical.

As the plant grows older you will probably wish to prune it in one of two ways. If you

wish a close set, formal tree remove the tip of each branch back to the crotch of two good laterals in such a way that the tree will be left in symmetrical shape. The first time this is done the small branches removed will probably be from six to twelve inches long and those of the female trees will have on them many berries.

The pruning can be done before Christmas or early in the spring, depending on whether you prefer to use the cut branches for gifts and indoor decoration or prefer to enjoy the beauty of every berry and twig on the tree all winter. In succeeding years the tips of such branches as extend beyond the line desired can be removed in the same way.

The second method of pruning would result in a more open, graceful type of tree. Leave the terminals of all branches except of those with a tendency to grow out of symmetry and remove enough small lateral branches to open up the head of the tree.

These two methods can be used in various combinations as desired.

Elizabeth C. White.

**THE CONSERVATION NURSERY**  
**JOSEPH J. WHITE, Inc.**  
**WHITESBOG, N. J.**

Famous Whitesbog Blueberries, Franklinea (Gordonia Alatamaha), Swamp Magnolia, Pine Barren Gentian Climbing Fern, Bearberry, Inkberry, Clethra alnifolia, both pink and white, and other native treasures.

# ORDER SHEET

JOSEPH J. WHITE, Inc.

WHITESBOG, N. J.

Amount Enclosed \$  Money Order  Check  Date

Ship to  PLEASE PRINT NAME AND ADDRESS

Street or R. F. D.

Post Office  State

Ship on  Parcel Post   
at proper planting time  By Express   
 Freight

Quantity	Articles	Amount
<b>Blueberry Plants 10" to 12" high, delivered</b>		
	RUBEL	\$1.50 each
	PIONEER	1.50 each
	CABOT	1.50 each
	RANCOCAS	1.50 each
	CONCORD	1.50 each
	JUNE	2.50 each
	JERSEY	\$2.50 each
<b>Blueberry Plants 15" to 18" high</b>		
For larger plants see reverse side		
<b>Transportation Charges Collect</b>		
	RUBEL	\$2.20 each
	PIONEER	2.20 each
	CABOT	2.20 each
	RANCOCAS	2.20 each
	CONCORD	2.20 each
	JUNE	3.50 each
	JERSEY	\$3.50 each
<b>AMERICAN HOLLY</b>		
	6" to 8" \$1.00 each, delivered	Female Male
	12" to 15" \$2.50 each, transportation collect	Female Male
	18" to 24" \$4.00 each, transportation collect	Female Male
<b>MAGNOLIA GLAUCA</b>		
	12" to 15" \$1.00 each, delivered	
	18" to 24" \$1.50 each, transportation collect	
<b>FRANKLINIA PLANTS</b>		
	12" to 15" high, \$3 each, delivered	
	18" to 24" high, \$5 each, transportation collect	
	2' to 3' high, \$10.00 each, transportation collect	
	3' to 4' high, \$15.00 each, transportation collect	
	Additional for prepaid delivery west of the Rocky Mountains 15% of delivered price.	
Total Amount of Order	Subject to guarantee on other side of this sheet	

Please do not write in this space.

Posted \_\_\_\_\_ Order No. \_\_\_\_\_

Parcel Post Zone \_\_\_\_\_ Postage \_\_\_\_\_

Date Shipped \_\_\_\_\_ In \_\_\_\_\_ Pkgs

Selected By \_\_\_\_\_ Packed By \_\_\_\_\_

J. B. NO. \_\_\_\_\_

## SPECIMEN PLANTS

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## OUR GUARANTEE

We guarantee that our plants will reach you in first class condition. If for any reason you are not satisfied, the plants may be returned within three days and we will replace them or refund the money, as you prefer. We will replace



# HOLLY

(*Ilex Opaca*)

Holly, the beautiful, is almost universally known, loved and desired. It is dioecious, that is, the trees are either male or female. Only female or pistillate plants bear berries. They may have berries when no male tree is near, but the berries are larger, more abundant and remain on the trees longer if a male tree is nearby or is included in the planting to provide pollination.

The plants we offer are propagated from trees of superior vigor and beauty. They retain all the qualities of these choice trees. Holly from our nurseries, guaranteed as to sex, can be moved easily and safely. Our 18" plants usually bear berries the first year, the smaller sizes a year later.

Holly will grow well in sun or in light shade; in sand, clay or gravel; in locations inclined to be either dry or moist, but it resents any lime in the soil. It will do particularly well in light loam, well drained, but with a fair amount of moisture. Holly is native from Florida to Cape Cod and has proven hardy when moved to locations much colder.

Holly should be planted for a living, glowing Christmas tree by the door or anywhere that an exceptionally beautiful specimen is wanted. It would make a marvelous hedge for it just loves to be vigorously pruned. Trees regularly clipped respond with increased beauty of foliage and greater abundance of berries. When pruned just before Christmas the clippings from your holly trees provide choice material for decorations.

When ordering please specify the number of each sex.

# MAGNOLIA GLAUCA

(Sweet Bay)

This lovely bushy tree is native from Boston to Florida and west to Texas. Plants started in our nurseries with heavy roots thrive beautifully when transferred to high ground and to much heavier soils.

Sweet Bay naturally develops several stems from the base and grows into a symmetrical shrub of pointed, oval form, with the height more than twice as great as the breadth, thus making a beautiful specimen. Old trees lose their symmetry and become picturesque. They sometimes attain twenty feet in height.

The bark of vigorously growing young twigs remains green all winter; that of the trunks of mature trees is a charming silvery gray.

The flowers come abundantly as May gives way to June and occasionally through the summer. Creamy white and waxen, the petals open to form cups two and a half inches across. These spill a delightful, refreshing, aromatic fragrance which is unusually pervasive, a special joy when the tree grows close to the house; by the porch, for instance, or near the dining room windows.

Cone shaped seed pods an inch and a half long turn crimson in September, then open to reluctantly free, shining, scarlet seeds which for several days are held dangling by slender, white threads.

This magnolia has smooth, leathery, light green leaves, with silvery under sides. These are held, unchanged in hue to the very edge of winter. In October's symphony of color this pale, silvery green is a rare and delightful note. For this alone, Magnolia glauca should be freely planted to contrast with the autumn crimson of Franklinia, dogwoods, and other glowing deciduous plants and with the steadfast dark green of conifers.

Prices of Holly and of Magnolia are given on the Order-Sheet.

# OTHER SPECIALTIES



## TRAILING ARBUTUS. (*Epigaea repens*).

The best beloved of American wild flowers. Plants grown from cuttings of remarkably fine types, of which the flowers are half an inch or more in diameter.

Two 3" pots - - - - - \$1.00

## CLIMBING FERN (*Lygodium palmatum*).

A dainty evergreen fern, suitable as a ground cover in moist locations. Develops greater beauty in shade. Climbs up stems of other plants.

Two 3" pots - - - - - \$1.00

## HEATHER (*Calluna vulgaris*).

The "bonnie purple heather" of Scotland flowers in July, and is remarkable for its winter beauty. The usual purple form and also the rare white.

Four 3" pots - - - - - \$1.00

## BEARBERRY (*Arctostaphylos uva-ursi*).

Fine ground cover for exposed and difficult locations. Nursery plants easily moved.

Four 3" pots - - - - - \$1.00

## PINE BARREN GENTIAN (*Gentiana porphyro*).

An exquisite perennial. Flowers of the superb gentian blue two inches across, on slender, wiry stems, twelve inches high. A well established clump will carry twenty or more flowers.

Three roots - - - - - \$1.00

## SAND MYRTLE (*Leiophyllum buxifolium*).

Small evergreen shrub, pink buds and white flowers in May, colorful seed vessels are beautiful through July. The dignity of magnificent rhododendrons in miniature.

Three 8"-12" plants - - - - - \$1.00

## INK BERRY (*Ilex glabra*).

Evergreen shrub of classic beauty, suitable for a wide variety of soils and locations. Stands seashore conditions unusually well.

18"-24" plants, each - - - - - \$1.00

**NOTE:** The above prices include delivery by parcel post. To allow for delivery and the cost of exceedingly careful packing the minimum order we can accept is \$2.00.

